Buyer-Seller Relationships in Port Wine Distribution  
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The main purpose of this study is to research buyer-seller relationships in Port Wine distribution. Based on case studies in three of the main Port Wine markets (France, the UK and the Netherlands), an analysis was made of the type of distribution relationships between buyer and seller, leading to the development of a buyer-seller matrix. It was concluded that not all relationships can evolve towards cooperation, and that the investment in resources and time required by cooperation would make it impossible to apply it to all relationships. Although cooperative relationships may well constitute a competitive advantage for Port Wine companies, they take up a great deal of time and resources and may therefore lead to a decline in the quality of other relationships. It is possible to construct balanced and satisfactory transactional relationships. In this sense, it may well be more advantageous to prioritise investment towards improving transactional relationships with greater collaboration.

Keywords: Marketing, Distribution, Multiple Channels, Port Wine.